



WISEWOMAN Program Fact Sheet

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Background

The Centers for Disease Control and Prevention (CDC), through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), funds states and other organizations to provide screening for breast and cervical cancer. In 1993, Congress allocated a proportion of these funds to assess the feasibility and benefits of providing additional preventive services such as blood pressure and cholesterol screenings. As a result, the WISEWOMAN (Well-Integrated Screening and Evaluation for Women Across the Nation) Program was started.

The Program

Purpose:

The purpose of the WISEWOMAN Program is to provide preventive health services in addition to the breast and cervical cancer services provided under the NBCCEDP. The WISEWOMAN Program's primary emphasis is to reduce the risk of illness and death from cardiovascular disease (CVD). The Program focuses on determining the benefits of screening and targeted interventions by comparing women receiving these additional services with those who do not. Women who are to receive services are underinsured or uninsured women 40-64 years of age. WISEWOMAN participants must first be enrolled in their state's Breast Cancer and Cervical Early Detection Program (BCCEDP).

Services:

State preventive services for WISEWOMAN participants may include the following:

- Screening for heart disease risk factors (cholesterol, blood pressure, and glucose)
- Education and counseling to help women lower their risk for CVD
- Dietary and physical activity interventions for women with abnormal screening results
- Smoking cessation
- Referral and follow-up as appropriate

Current Program Activity

Currently, the CDC funds WISEWOMAN programs in 15 states and tribal organizations: Southcentral Alaska, Southeast Alaska, California, South Dakota, Nebraska, Iowa, Illinois, Michigan, Vermont, Connecticut, West Virginia, Minnesota, Missouri, Massachusetts, and North Carolina.

California's Program

In 2001, funding was awarded for California's WISEWOMAN program, "Heart of the Family" or "*Corazón de la Familia*."

California's Program will pilot test the intervention design and materials from the North Carolina WISEWOMAN Program's curriculum entitled "New Leaf" and its Spanish translated version "*¡Vida Saludable, Corazón Contento!*."



Target population:

Heart of the Family participants will consist of Latino women, 40-64 years of age, enrolled in California's BCCEDP, *Cancer Detection Programs: Every Woman Counts (CDP: EWC)*. Over 50% of women enrolled in CDP: EWC are Latinas in California.



California Pilot program goals:

- Evaluate the effectiveness of adjunct services (CVD screening and risk intervention) to breast and cervical cancer screenings
- Demonstrate the effectiveness of dietary and physical activity interventions in reducing CVD risk factors among Latino women enrolled in CDP: EWC
- Test the effectiveness of using the New Leaf curriculum among California's targeted WISEWOMAN participants
- Assess the effectiveness of using the community health worker counseling model in educating and reaching Latinas to reduce their risk of CVD
- Adapt the program for statewide implementation

Pilot Site locations:

- Olive View-UCLA Education and Research Institute/Mid-Valley Comprehensive Health Center, Los Angeles County, Van Nuys
- Franciscan Clinics, d.b.a. QueensCare Family Clinics, Los Angeles County, Los Angeles
- Vista Community Clinic, San Diego County, Vista
- Family Health Centers of San Diego, San Diego County, San Diego

A Request for Application process was used to select four qualified *CDP: EWC* clinic sites in California to implement the WISEWOMAN pilot program. Each site serves a large number of low-income Latinos.